FREE BIRTHDAY CAKES! - FREE BIRTHDAY CAKES! - FREE BIRTHDAY CAKES! - FREE BIRTHDAY CAKES! - FREE BIRTHDAY CAKES! - FREE BIRTHDAY CAKES! - FREE BIRTHDAY CAKES! - FRE

Anniversary SALES

DIRECTOR'S DEPARTMENT STORE

Our 5th Year in Salem

Free Birthday Cakes

We will give, absolutely Free, to all adults, on this, our Fifth Birthday, a Fine Three Layer Ribbon Cake, neatly boxed at the bakery ready to take home. —No purchases are necessary, the cakes are yours, absolutely Free! Come, get yours.

300 Cakes to be given away Free

Ladies' New Fall

COATS and DRESSES

At the very beginning of the season we are offering a most marvelous group of Beautiful Coats and Dresses at a Phenominal price concession in celebration of this Great Fifth Anniversary. The following details are sufficient evidence to assure you that a most remarkable treat is in store for you at a figure that is realy astounding, Newness of Merchandise, Style and Quality taken into consideration.

New Fall

COATS

A timely offering of stylish coats in sport and dress models that have all the chic and elegance of garments in a far more costlier price range. You can choose from lustrous fur trimmed coats or plain tailored styles in the very colors now in vogue.

Values range to $20

$9.95

Charming Fall

COATS

In this grouping will be found style creations of individual character and refreshing ideas of the season's trend. Lovely fur trimmed sport coats and rich soft colored plain dress coats are here in a wonderful range for this great Anniversary Sale.

Choice of Values to $25

$14.95

Tailored Sport

COATS

An exceptionally fortunate purchase in time for our Anniversary selling offers you values in this selection of coats that are beyond anything of this character shown before at this remarkable low figure. Your unrestricted choice of values to $15

$5.00

Beautiful New Fall

COATS

A superb collection of elegant fashions that are the seasons correct modes, await you in this extraordinary grouping. Many fascinating ideas are to be seen in these charming coats, from the snappy sport models to the richly fur trimmed dress coats.

Reg. Values to $29.50. Choice

$19.85

Gorgeously Trimmed

COATS

Here are the better coats that women will be wearing this fall and winter. Every garment styled with rich soft fur trimmings, which fashion decrees is the authentic mode—and the beautiful fabrics, needless to say, are smooth soft toned effects now in vogue.

Choice of Values to $39.50

$29.85

SILK DRESSES

A most pleasing collection of beautiful dresses for street, afternoon and party wear—in fact the very wanted styles that run in values to $16.50 Anniversary price $9.75

Pretty Silk Frocks

A most elaborate selection of pretty frocks in the season's new modes and colorings your choice of values to $12.95 Anniversary Sale price.. $4.98

LADIE'S and CHILDREN'S NEW FALL MILLINERY

Our newly enlarged department on the main fl[illegible] contributes its share of wonderful offerings for this great fifth anniversary sale, in fact the new millinery modes of the fall and winter season are to be found here in this remarkable selling of hats tomorrow from

$1.49 to $4.98

LADIES' VANITY CASES—A very large showing of these fine cases in pleasing colors, values to $5 Anniversary price $1.95

FLEECE BACK RAIN COATS—Ladies' new fall waterproof garments, rubberized in soft toned colors specially priced for this great Anniversary event at $4.79

TRENCH RAIN COATS—The season's most remarkable rain coat for women offered for this event at a trimmed with organdie, Anniversary price $6.49

CHILDREN'S RAIN CAPES—Keep your children dry this season in one of these rain capes that regularly sell to $3.50—Anniversary Sale price $1.00

KIDDIES' FUR TRIMME[illegible] [illegible]OATS—A very select range of coats for the little ones tha[illegible] [illegible]ould sell regularly from $10 to $12—Anniversary Sale price $6.75

LADIES' FANCY WASH FROCKS—A very choice selection of frocks made of fancy fast color prints, daintily trimmed with organdie. Anniversary Sale Price $1.69

STARTLING REDUCTIONS ON WANTED MERCHANDISE THROUGHOUT THE STORE

WE RESERVE THE RIGHT TO LIMIT QUANTITY

ANNIV SA

Five years have elapsed sin[illegible] have entered the pivot point o[illegible] this is our Fifth Birthday— [illegible]eby we natura[illegible]lly feel justified t[illegible] Looking back five years from a business standp[illegible]oint, great strides stores of Salem—Director's stands out today a[illegible]s one of the greate[illegible] and tested every vital point of public considera[illegible]tion in the making and upon this, our Fifth Anniversary stand sol[illegible]idly entrenched on it is only quite natural that we celebrate and fe[illegible]el thankful for the possible this rapid growth. *As a fitting climax for the occasion,* [illegible] *ing—every nook and corner of the store will b[illegible]e teeming with wo[illegible] fashion never equalled before.*

Wonderful Seasonable Merchandise! Extremely Sensational W[illegible]

Starting Thursday Morning, Se[illegible]

BATH TOWELS—Good quality bleached towels Anniversary Sale, each 9c

MEN'S SOX—Assorted colors in the wanted sizes for work or dress, at pair 6c

HOUSE FROCKS — Ladie[illegible] wash dresses in a neat range of fancy materials, $1.39 value 39c

RAIN COATS — [illegible] women and chil[illegible] unrestricted choi[illegible] of lot at, each ...

SUITS

Men's conservative suits tailored from fifne fancy dark worsteds—but being small sizes only we secured this lot at a very unheard of price—and now offer these phenominal values to the small men that can wear these sizes from 34 to 37 only, your choice

$5

Extraordinary Birthday Sale Men[illegible]

NEW FALL CL[illegible]

This Department has achieved high rank in Men's C[illegible]lothing circles [illegible]ership of our buyer who has devoted his entire bus[illegible]iness life in this [illegible] of High Grade Tailored Clothing that stands as [illegible] a wonderful as[illegible]

Remarkable indeed are the val[illegible]ues offere[illegible] whereby we offer all the ne[illegible]west arri[illegible] overcoats at prices that behoo[illegible] every t[illegible] immediate advantage of o[illegible] this our fif[illegible]

Men's and Young Men's **Suits**

Brand new fall and winter clothing that has just been unpacked. These suits are exceptionally fine tailored and can readily be recognized as regular $25 values. An unusual price concession by a large wholesaler enables us to sell these suits for this Anniversary at

$13.50

Men's and Young Men's **Suits**

Regular $30 a[illegible]nd $35 Values

A rare incident wher[illegible]eby our buyer secured this wonderful lot of $[illegible]5 men's and young men's suits to be sold at this most unusual price for new fall do[illegible]thing that had just been turned out of t[illegible]he tailor shops—Conservative and young m[illegible]en's styles in a wonderful range of light a[illegible]nd dark wool fabrics in all sizes.

$19.50

MEN'S CORDUROY PANTS—Light colored Collegian style, priced for our 5th Anniversary per pair $2.98

BOYS' COLLEGIAN CORDUROY PANTS, pr $1.98

MEN'S FINE DRESS PANTS—Medium and dark worsteds and tweeds, sizes from 34 to 42 values to $6.50, pair $2.29

MEN'S 35C VALUE GENUINE HOLEPROOF BRAND SOX, pair 15c

Men's Heavy Moles[illegible]kin Pants pr.

Boy's S[illegible]uits $[illegible]

$12.50 to $15 Va[illegible]lues

A choice selection of s[illegible]uit Suits for Boys with one and two pair[illegible] Pants. Sizes run up to 18 [illegible]

ANNIVERSARY SA[illegible]E PRICE

Men's all-wool pullover & button down Sweaters, $6 val.,
Men's Roughnock $7.50 all-wool b[illegible]lack Shaker Sweaters
Men's heavy Beaver State brand a[illegible]ll-wool Shirts, val. $6.

MEN'S LIGHT WEIGHT UNION SUITS—Clearance of knit and athletic styles that sold to $1.50, take your pick during our Fifth Anniversary Sale, at, per garment 69c

Men's Black Bear and others to $5.50, all wool Blazers, only $2.98

Men's regular $5 value new stylish felt dress hats, this event $3.49

Men's two pocket fine knit sport s[illegible]weater coats, $5 to $[illegible]

Men's heavy web fresh elastic Pol[illegible]ce Suspenders, now [illegible]

Men's 35c value wide web Garters, Anniversary Sale p[illegible]

[illegible] 50c fancy Rayon Hose in [illegible]arge selection of nea[illegible]

BATH TOWELS—Extra large double thread, fancy colored border Turkish bath towels, size 24x44, Anniversary sale price, each 29c

BATH MATS—Fancy colored design, heavy bath mats—a very pretty range of patterns to choose from—regular $1 value, now 49c

36-IN. FANCY PRINTS—A choice selection of neat patterns very much in vogue now for ladies and children's dresses—Anniversary price on this fine wash fabric, yd. 14c

FANCY DRESS GOODS — Part wool checks and plaids that will also make wonderful school dresses for the children, choice of regular values to $1.25, choice per yd. 65c

DRESS FLANNELS—54 inch all wool fancy dress flannels in the wanted colorings of the season now exceptionally reduced for this event at, per yard $2.98

DRESS SILKS—Flat and Satin Back Crepes in choice of wanted colors — Anniversary brings you a wonderful reduction on these $2.98 value at, yd. $1.79

SILK HOSE—Lad[illegible] Heel Silk Hose in [illegible] colors and sizes [illegible] priced for this a[illegible]versary sale. Pa[illegible]

LADIES' SILK H[illegible] thread silk, also r[illegible] wonderful range [illegible] Regular $1 values [illegible] 2 pair for ..... [illegible]

Director's Dept.

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